

PATENT  
Attorney Docket No. 108.0003-00000  
Customer No. 22882

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
Steven Michael Schein )  
Serial No.: 09/605,695 )  
Filed: June 28, 2000 )  
For: INTELLIGENT MEDIA TARGETING) )  
SYSTEM AND METHOD )

Confirmation No.: 6334  
Group Art Unit: 3622  
Examiner: John Young

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MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT**

In reply to the Office Action dated January 15, 2004, please amend the application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.

Amendment 7-14-04